



2006 LONG BEACH SEA FESTIVAL NEWS



FOR IMMEDIATE RELEASE

Contact: Diko Melkonian
Environmental Services Bureau
562.570.2880

June 30, 2006

Long Beach Sea Festival: A *Litter-Free* Summer of Events

The City's Litter-Free Long Beach Campaign is a citywide effort to create a cleaner and safer Long Beach by cleaning up neighborhoods and educating residents and businesses about the negative impact of litter.

As part of that effort, the Litter Free Long Beach Campaign has teamed up with the Long Beach Sea Festival as presenting sponsor for the Independence from Litter Clean-Up events at Alamitos and Cherry Beaches to be held on July 5.

- The Campaign's mascot, the *Litter-free Lizard*, will be at Cherry Beach from 10:30 am to 2:30 pm to help 400 day-camp youth clean the beach and have fun. Participants will receive lunch and a free T-shirt, play games and participate in educational fun with *The Banana Slug String Band*, and the mobile exhibit *Windows on Water*
- Local business people and members of fraternal organizations are encourage to join in and help clean up the Alamitos coastline between 11:30 am and 1:00 pm.

Everyone is encouraged to participate. Just show up at either beach; gloves, trash bags, snacks and music will be provided.

Litter Free Long Beach Campaign is also providing banners, trash and recycling boxes for each Sea Festival event to be held this summer.

During the past year, the Litter-Free Long Beach Campaign has:

- Coordinated 29 litter clean-up events
- Visited 15 schools and educated 841 students
- Partnered with 171 businesses in 12 separate neighborhoods to create Litter-Free zones
- Adopted 17 half-miles of road through the Adopt-A-Street company
- Posted 600 street banners on over 30 streets throughout the City promoting the Litter-Free Long Beach program.

-more-

Independence from Litter is part of Long Beach Sea Festival, a three-month long series of athletic and family events designed to showcase the City of Long Beach as a premiere beach destination. For more information on Sea Festival, please visit www.seafestivallongbeach.gov. To learn how you can participate in the Litter-Free Long Beach Campaign, visit www.litterfreelb.org

Remember: Long Beach is where we live, work and play and we like it litter-free!



Associate Sponsor, Long Beach Sea Festival
Presenting Sponsor, Independence From
Litter Day



Official Sponsor, Long Beach Sea Festival
Co-Presenting Sponsor, 4th of July Festival
Associate Sponsor, Mayors Cup



Associate Sponsor, Long Beach Sea Festival



Associate Sponsor, Long Beach Sea Festival
Presenting Sponsor, Go Fly A Kite



Associate Sponsor, Long Beach Sea Festival
Co-Presenting Sponsor, The Beach Triathlon
Continental Cup 2006



Associate Sponsor, Long Beach Sea Festival
Presenting Sponsor,
The Great Beach Sand Castle Contest



TETRA TECH, INC.

Associate Sponsor, Long Beach Sea Festival
Presenting Sponsor,
Classic Boat & Yacht Festival



Associate Sponsor, Long Beach Sea Festival
Presenting Sponsor, Mayor's Cup

THE LONG BEACH SEA FESTIVAL IS PRESENTED BY THE SEA FESTIVAL ASSOCIATION OF LONG BEACH, INC.,
AND THE CITY OF LONG BEACH DEPARTMENT OF PARKS, RECREATION AND MARINE,
IN COOPERATION WITH PARTNERS OF PARKS AND OTHER EVENT SPONSORS • www.SeaFestivalLongBeach.com

